

Name of the Programme: Hotel Management Course Category: DSE-Elective-1 Name of the Course: Tourism & Travel Management						
Course Credits	No. of Hours per week	Total Number of Teaching Hours	Scheme of Examination			
3 Credits	4 Hours	40 Hours	Hours	IA	Exam	Total
			02	40	60	100

Course Learning Objectives:

- To provide an exposure to travel and tourism industry.
- To understand the modern tour industry.
- To learn the role of transport sector in tourism industry.
- To understand travel agency operations.

Course Outcomes: On successful completion of the course, the student will be able to

- Detail about the travel and tourism industry.
- To explain the functions of tour agents.
- To explain about the travel agencies.
- To detail about the transport sector.

Unit-1 (10 Hours)

Definition of Tourism-Components of tourism - Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, Medical Tourism, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure tourism - Public and Private sectors role in Tourism Development-Sustainable Tourism: Definitions of sustainable tourism, sustainability, sustainable development- Forces which promote Sustainable Tourism -Conceptual meaning of Tourism Planning, Evolution of Tourism Planning, General Concepts of Planning, Levels and Types of Tourism Planning.

Unit-2 (08 Hours)

The Modern Tour Industry - Package tours - Custom Tours - Tour Wholesalers - Types of Package Tours: Independent Package, hosted tour, escorted tour, sightseeing tours - Group, Incentive and convention tour -Mass Market Package holidays - Types of Tour Operators: Specialist tour operators, Outbound - Inbound and Domestic tour operators, Tour operators reliance on other organizations.

Unit-3 (06 Hours)

Role of transport in tourism - Growth and Development of Road Transport system in India. Transport types -Road transport system in India - types of roads - Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents.

#### Unit-4 (08 Hours)

History and growth of travel agency businesses - Emergence of Thomas Cook - Emergence of Travel Intermediaries- Definition - The travel Market: Business Travel - Corporate Travel - Commercial Group Travel - Institutional Travel - Leisure Travel - Family Travel - Single Resort Travel - Special Interest Travel-Types of travel agency and tour operations - Inter-relationship between Travel agency and tour operation-Indian travel agents and tour operators - an overview. Differentiation, inter-relationship of travel agents and tour operators and principles of present business trends and future prospects, problems and issues.

#### Unit-5 (08 Hours)

Travel agency/Tour operations- Functions - Sources of income. How to set up a travel agency: Procedures for approval of a travel agency and tour operator - IATA & DOT Approval - Approval from various government bodies - Organization structure of a travel agency or tour operation and staffing. Travel Documentation: Passports - various types and requirements - Procedure to apply for passport. VISA - various types and requirements--Documents required for foreigners to visit India.

#### Reference:

1. RK Malhotra, Fundamentals of Hotel Management and Operations, Anmol Publishers, New Delhi.
2. Sudhir Andrews, Hotel front office Management, Tata McGraw Hill, New Delhi. 3. Sudhir Andrews, Introduction to Tourism and Hospitality Industry, Tata McGraw Hill, New Delhi.
3. Babu, S. S., Mishra, S., & Parida, B. B. (2008), Tourism Development Revisited - Concepts, Issues & Paradigms. Sage Publications.
4. Negi Jag Mohan (2004), Travel Agency Operations: Concepts and Principles, Kanishka Publishing House, New Delhi
5. Chand Mahinder, Travel Agency Management, Anmol Publishers, New Delhi. 4. Jag Mohan Negi (2006), Tourist guide & Tour Operation: - Kanishka Publishing House, New Delhi
6. Bhatia AK (2004), Tourism Development: Principles and Practices, Sterling Publishers Pvt Ltd, New Delhi.
7. Sinha R.K (2003), Growth and Development of Modern Tourism, Dominant Publishers, New Delhi.
8. Bhatia, A.K. (2009), Tourism Development: Principles & Practices. Sterling Publishers.